

2003 Virginia Crash Statistics

General Traffic Facts

- 942 persons were killed, a 3.18 percent increase from 2002
- 78,842 persons were injured, a 0.07 percent decrease from 2002
- 154,848 traffic crashes were reported, a 4.81 percent increase from 2002
- There were 5,257,516 licensed drivers, a 1.45 percent increase from 2002
- There were 6,833,735 registered vehicles, a 2.62 percent increase from 2002

Alcohol-Related Facts

- 361 persons were killed in alcohol-related crashes, a 3.73 percent decrease from 2002*
- 7,819 persons were injured in alcohol-related crashes, a 7.63 percent decrease from 2002
- 39 teenagers, aged 15-19, were killed in alcohol-related crashes, 4.14 percent of the total (942) traffic fatalities
- 926 teenagers, aged 15-19, were injured in alcohol-related crashes, 1.17 percent of the total (78,842) traffic injuries
- 25,921 persons were tested with blood alcohol content (BAC) of .08 percent or greater a 5.18 percent decrease from 2002
- The average BAC of tested drinking drivers was .1367 **
- Of those convicted for DUI, 82.96 percent were male and 16.72 percent were female
- 27,046 persons were convicted of DUI, 1.01 percent decrease from 2002

Young Driver Safety Facts

In calendar year 2003, fifty 16 and 17 year-olds died on Virginia's roads.

In calendar year 2003, 74 individuals in the 18 to 20 year-old age group died on Virginia's roads, down 36 percent compared with the same period in 2002.

In fact, 42 percent of last year's 74 teenager fatalities were alcohol-related. And 59 percent of the victims were not wearing safety belts.

Holiday Statistics

In addition to Thanksgiving, Christmas and New Year's, holidays such as Memorial Day, July Fourth and Labor Day are also dangerous times to be on Virginia's roads. In 2003, there were 72 total fatalities for the six major holiday periods. Of those fatalities, 34 or 47.2 percent were alcohol-related.

Here is the break down for all 2003 fatalities and injuries (includes alcohol and other causes) on the six major holidays:

Memorial Day . . . 13 fatalities and 852 injuries
July Fourth 7 fatalities and 592 injuries
Labor Day 14 fatalities and 857 injuries
Thanksgiving . . . 11 fatalities and 1020 injuries
Christmas 16 fatalities and 854 injuries

New Year's 11 fatalities (Statistics on injuries were not complete at press time).

Other special holidays and celebrations are also a cause for concern. There were three fatalities and 188 injuries on St. Patrick's Day (March 17, 2003) on Virginia roadways. None of the fatalities and 14 of the injuries were alcohol-related. On Cinco De Mayo (May 5, 2003), there was one fatality and 250 injuries. The fatality and 17 of the injuries were alcohol-related.

Vehicle crashes are devastating to those whose lives have been touched by an incident. One life lost represents a cost to society of approximately one million dollars. This includes medical costs, lost time from work and the loss that a person would have contributed to society.

Therefore: NEVER drink and drive; do not ride with someone who has been drinking and/or taking drugs; and ALWAYS use the proper safety restraints for you and others.

Make it NONE for the ROAD and buckle up on every trip!

Notes:

- Medical examiner data used in addition to police reports to determine alcohol-related status.
- ** This includes an average of both breath and blood tests.

The data on "2003 Virginia Crash Statistics" is excerpted from 2003 Virginia Traffic Crash Facts. Detailed information; related to specific areas of the state (listed by county/city) is available from the Department of Motor Vehicles and on their Web site at www.dmvnow.com



Alcohol Effects & You

What Alcohol Can Do:

Brain

Alcohol depresses nerve cells impairing brain function.

Lungs

Large amounts of alcohol lower resistance to infection or can cause breathing to stop.

Heart

Alcohol impairs the heart muscles' ability to pump blood, leading to abnormal heart function and irregular heart beat.

Liver •

Chronic heavy drinking may cause alcoholic hepatitis (inflammation and destruction of the liver cells) and then cirrhosis (irreversible lesions, scarring and destruction of liver cells).

Stomach

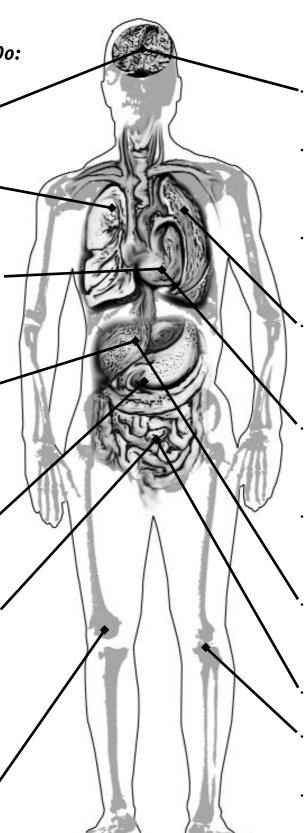
Alcohol irritates the stomach and can lead to peptic ulcers, bleeding lesions and cancer.

Intestines & Pancreas

Alcohol can impair the breakdown and absorption of nutrients by damaging the cells lining the intestinal tract and colon, causing inflammation, ulcers and cancer of the intestines and colon. The pancreas can become inflamed and leak digestive enzymes which attack the pancreas itself.

Bones & Muscles

Alcohol interferes with the body's ability to absorb calcium resulting in bones being weak and thinner (osteoporosis). Muscles also become weaker and uncoordinated.



WARNING: Long term drinking may result in permanent brain damage, serious mental disorders, and addiction to alcohol.

What May Happen to You:

- Because your cells are dulled, altered or damaged, you initially experience mild euphoria, and loss of inhibition.
- As alcohol continues to affect regions of the brain controlling behavior and emotion, your memory, concentration and coordination become impaired. You can experience extreme mood swings and emotional outbursts.
- Your vision is impaired, your hearing is unclear, your senses of taste and smell are dulled. You experience an altered sense of time and space. Your fine motor skills are reduced as are your abilities to react. You suffer a loss of pain perception.
- As a heavy drinker, you have more pulmonary infections and can be more susceptible to pneumonia and lung collapse. You lose your reflexes and cannot clear your airway when you vomit. Stomach contents may get sucked into the lungs, which can lead to choking or pneumonia.
- You can suffer from heart disease, stroke, high blood pressure and heart failure. Even social drinkers who binge on special occasions can sometimes experience bouts of irregular heartbeats, otherwise known as "holiday heart."
- Prolonged alcohol abuse can cause anemia and abnormal blood clotting, resulting in excessive bleeding and easy bruising. A reduced white cell count from excessive bleeding increases your susceptibility to infection.
- Because your liver's ability to remove yellow pigment is impaired, your skin appears yellow (jaundice). Liver damage causes fluid to build in the extremities (edema). Your liver will accumulate fat which can cause liver failure, coma and death.
- You experience nausea, diarrhea, vomiting, sweating & loss of appetite.
- You can suffer from arthritis and deformed joints, and can experience atrophied muscles with acute muscle pain and weakness.
- If you are a male, alcohol impairs your production of sperm and testosterone, and can lead to infertility and impotence. In females, decreased estrogen metabolism in the liver increases the amount of estrogen circulating in the body, which can contribute to menstrual irregularities and infertility.



Tips For Publicizing Your Event(s)

Event News Release

- Develop a news release about the "None for the Road" campaign, customized with local statistics. Consider using the prototype sample release located in your "None for the Road" packet or on our Web site at www.abc.state.va.us Be sure to list a contact person who will always return calls from the media.
- Develop a news release about your "None for the Road" event(s) to the local media approximately two weeks prior to the event. Provide the reporters media kits when they arrive. Mail kits to those who do not attend the same day. Media kits should include the campaign news release, a copy of the event news release and background and statistics from the resource guide.
- Deliver the release in person, by fax or by confirmation e-mail to all local media outlets (e.g., TV, radio, newspapers). Keep in mind that the smaller papers will be more likely to run your release, possibly word-for-word.
- Repeat the most important message as often as possible when interviewed, especially by television or radio. Prepare yourself with local statistics or facts to show the seriousness of drinking and drugged driving in your area. Anticipate key questions. Make your answers clear and concise.

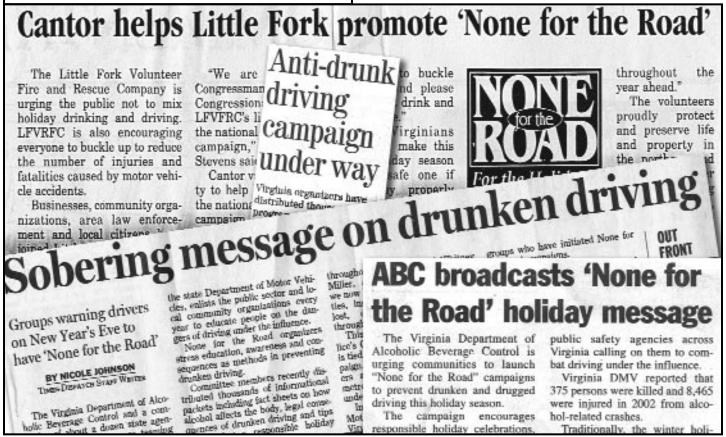
▼ Samples of media coverage from past "None for the Road" campaigns.

shout a dozen siste agen-

- Remember that a taped interview may last five to ten minutes, but the final version after editing will usually include only one or two important sound bites or phrases. This is one reason why it is important to repeat the primary message while answering the questions.
- Check to see if your local law enforcement is participating in Checkpoint Strikeforce. The sobriety checkpoints are visual and may give you a unique hook or angle to attract the media's attention.

Public Service Announcements

- Develop some Public Service Announcements (PSAs) for radio and television that are appropriate for the time of the year or event. Consider using the prototype sample public service announcements located in your "None for the Road" packet or on our Web site at www.abc.state.va.us
- Deliver the PSAs in person, by fax or by confirmation e-mail to radio, television and community cable stations two to three weeks in advance of when you would like them to run. Sometimes television and cable will feature the PSAs as crawls across the bottom of the screen. Always follow-up with a phone call to the media outlets.



The campaign encourages

responsible holiday celebrations

hol-related crashes.

Traditionally, the

winter holi

mences of drunken driving and tips

esponsible holiday



Sample News Release

For Release: (Insert date)

For More Information, Contact: (Insert name and phone number – Consider including office, cell or pager number)

Virginians Can Make a Difference in Reducing Holiday Fatalities

Virginia's "None for the Road" Committee says parents, teachers, businesses, community groups, and religious organizations can help reduce the number of senseless deaths and injuries during the holiday season and throughout the year. The campaign promotes responsible celebrations while raising public awareness about the dangers of driving under the influence of alcohol and other drugs.

A reported 361 persons were killed and 7,819 were injured in 2003 from alcohol-related crashes in the Commonwealth, according to the Virginia Department of Motor Vehicles.

"The 'None for the Road' message must be constantly reinforced," said (spokesperson). "While we now have tougher laws and penalties, innocent lives are still lost, especially during holidays and celebrations."

There are several other ways Virginians can participate and make this holiday season safe. The committee suggests serving plenty of food at holiday parties and controlling the amount of alcohol served. Stop serving alcohol before the party is over and provide guests with a sober ride home, or ask them to stay overnight.

"Let's all do our part to reduce drunk and drugged driving for this and all holidays throughout the year," added (spokesperson). "Always celebrate safely, buckle up and drive sober."

Partners on Virginia's "None for the Road" Committee include the Mid-Atlantic Foundation for Safety and Education, Mothers Against Drunk Driving, Virginia Alcohol Safety Action Program, Virginia Association of Campus Law Enforcement Administrators, Virginia Association of Chiefs of Police, Virginia Center for School Safety, Virginia Sheriffs' Association, DRIVE SMART® Virginia, Inc., the Washington Regional Alcohol Program and the Virginia Departments of Alcoholic Beverage Control, Education, Health, Motor Vehicles and State Police .

The program is funded by a grant from the Virginia Department of Motor Vehicles (DMV) and is administered by the Virginia Department of Alcoholic Beverage Control (ABC).

For more information on the "None for the Road" campaign, call (local contact) or Virginia ABC at (804) 213-4413 or (804) 213-4688. Information is also available on the ABC Web site at www.abc.state.va.us



Sample Public Service Announcements

for Radio and Television

These public service announcements (PSAs) can be altered for any holiday and/or for general year-round safety messages. For example: designate a driver this Fourth of July weekend, instead of designate a driver this holiday season or designate a driver when you plan to party. When you write your PSAs, make sure to double-space and include time frame for release and cut-off date. Consider giving these PSAs to your community cable stations to run as crawls across the screen.

30 seconds

Think that DUI checkpoint is a hassle? Consider this – being charged with a DUI can cause you more hassle than you ever thought possible. You will be fined, could be jailed and lose your privilege to drive. So, designate a sober driver and you can tell the police officer to have a good night – no hassle there, right? (Station) wants you to buckle up and drive sober.

30 seconds

You've picked out the perfect dress, the tie that goes great with that suit. Made the reservations at your favorite restaurant and decided what time to meet your friends at the local hangout. All the decisions are made, but one-who's the designated driver? BEFORE you leave the house, designate a sober driver. (Station) wants you to get home looking as great as when you left. Make it *None for the Road*.

20 seconds

Throwing a party? Collect the car keys at the door, have non-alcoholic choices, serve foods high in protein and carbohydrates, call a cab, keep your friends overnight. Celebrate safely. A few suggestions from the station that cares (call letters).

5-10 seconds (all the spots below)

Join (station/organization) in pledging to drive sober this holiday season – it's a promise worth living for. Give the gift of LIFE this holiday season. Always buckle up and drive sober.

Hey Virginia... make it *None for the Road* for every holiday! Buckle up – Click it or Ticket!

Happy New Year from (station/organization). Before you pop the cork – designate a sober driver and be the life of the party!

Instead of ONE for the road, make it NONE for the road. (Station) wants you to designate a sober driver, and enjoy the holidays.

Celebrate life – designate a sober driver, and celebrate St. Patrick's Day with (station).

(Station) wants you to drive smart, safe and sober. Designate a driver.

While you're checking your "to do" list this holiday season, make sure it includes buckling up and designating a sober driver.

(Station) wants you to celebrate safely. Buckle up and make it *None for the Road*.

Wondering what the perfect gift is this holiday season? LIFE! (Station) asks you to designate a sober driver and buckle up.

What better gift to give your friends and family than your life. Make it *None for the Road* this holiday and every day.

Buckle up, designate a sober driver. (Station) wishes you a happy, healthy new year. (Station) reminds you to designate a sober driver, buckle up and arrive alive.

(Station/organization) wants you to remember – friends don't let friends drive drunk!

Be the LIFE of the party – designate a sober driver. (Station/organization) says buckle up and drive sober!



Remember, make it *None for the Road* all year-round.

Buckle up... Click It or Ticket!



Old Dominion, Winchester(540) 665-5633 Peninsula, Newport News(757) 896-6822

Contacts and Resources

Listed below is a sample of organizations promoting drunk and drugged driving prevention.

American Automobile Association	Piedmont, Farmville(434) 392-8920	Virginia Department of Transportation
AAA Mid-Atlantic, Richmond (804) 323-6535	Rappahannock Area/Fredericksburg (540) 372-3558	(Highway Work Zone Safety)
AAA of Tidewater	Roanoke/Salem	Office of Public Affairs
AAA Mid-Atlantic, Washington, DC (703) 222-4100	Rockbridge(540) 261-6281	State Headquarters(804) 786-2716
8. ,	Rockingham/ Harrisonburg (540) 434-0154	District Public Affairs Offices:
	Southeastern Virginia/Portsmouth (757) 396-6980	Bristol:(276) 669-9999
Center for Substance Abuse Prevention		
(CSAP)(800) 729-6686	Southside Virginia/South Boston (434) 572-4939	Culpeper:(540) 829-7537
	Southwest Virginia, Norton(276) 679-9337	Fredericksburg:(540) 899-4560
Drive Safe	Tri-River, Urbanna(804) 758-5610	Lynchburg:(434) 856-8176
	Valley, Staunton (540) 886-5616	Northern Virginia:
Virginia Beach, VA(757) 498-2562	` '	Richmond:(804) 524-6179
DDIVE CMADT® Vincinia Inc. and Naturals of	Virginia Association of Chiefs of Police	Salem:(540) 387-5493
DRIVE SMART® Virginia, Inc. and Network of		
Employers for Traffic Safety	Richmond, VA(804) 285-8227	Staunton:
Richmond, VA		Hampton Roads:(757) 925-2584
0 1 0 00	Virginia Commonwealth University	
Governor's Office on	Transportation Safety Training Center	Virginians Opposing Drunk Driving (VODD)
Substance Abuse Prevention (804) 786-9072	Richmond, VA(804) 828-6235	State President — Phone and Fax (757) 497-2494
		, ,
The Insurance Institute for Highway Safety	Virginia Department of	Virginia Sheriffs' Association
Communications Department		
Arlington, VA(703) 247-1500	Alcoholic Beverage Control (ABC)	Richmond, VA
111111gcon, 111 11111111111(700) 217 1000	Richmond, VA(804) 213-4400	Virginia Sheriffs' phone directory is also available at
Mid-Atlantic Foundation for Safety and Education	ABC Hotline(800) 552-3200	www.virginiasheriffs.org
(804) 323-6512	Regional offices:	
(004) 323-0312	Region 1-Abingdon(276) 676-5502	Virginia Department of Game & Inland Fisheries
TO I A I I D I D I I (TARRY)	Region 1-Roanoke	Boating Safety and Education(804) 367-1125
Mothers Against Drunk Driving (MADD)		Boating safety and Education(804) 307-1123
Virginia State Office (804) 353-7121	Region 2-Lynchburg(434) 582-5136	
Toll-free(800) 533-MADD	Region 3-Charlottesville(434) 977-2974	Virginia Department of State Police
National Office (800) 438-6233	Region 3-Staunton(540) 332-7800	Richmond, VA(804) 674-2186
(Spanish materials are available from MADD National	Region 4-Alexandria (703) 518-8090	The State Police coordinate Operation C.A.R.E.
	Region 5-Richmond (804) 213-4620	(Combined Accident Reduction Effort)
office and Virginia State Office.)	Region 6-Richmond	Public Information Officers and Headquarters
Chapters:		<u> </u>
Central Virginia(434) 295-4743	Region 7-Hampton(757) 825-7830	Lieutenants may help coordinate activities or assign a
Loudoun County(703) 771-8127	Region 8-Chesapeake (757) 424-6700	trooper to help or to speak.
Northern Virginia(703) 379-1135	Education(804) 213-4688	
Penninsula(757) 595-4101		Division I Richmond
Richmond area	Virginia Department of	Headquarters Lieutenant(804) 553-3453
	Criminal Justice Services (DCJS)	Public Information Officer (804) 553-3494
Smith Mountain Lake Region(540) 343-0429		l
Twin County(276) 236-0465	Richmond, VA(804) 786-4000	<u>Division II Culpeper</u>
N. 1. 10		Headquarters Lieutenant(540) 829-7710
National Commission	Virginia Center for School Safety	Public Information Officer (540) 829-7713
Against Drunk Driving (240) 247-6004	Richmond, VA(804) 371-6506	Division III Appomattox
		Headquarters Lieutenant(434) 352-3401
National Highway Traffic Safety Administration	Virginia Department of Education (DOE)	Public Information Officer (434) 352-3403
(NHTSA) Region III	Health, Physical Education &	Division IV Wytheville
	Driver Education	
Virginia Alcohol Safety Action Program (VASAP)		
Commission on VASAP office:	Safe & Drug Free Schools Program (804) 225-2871	Public Information Officer (276) 223-4242
Richmond(804) 786-5895	Safe & Drug Free Schools Specialist	<u>Division V Chesapeake</u>
Alexandria(703) 838-4266	Richmond, VA(804) 371-7586	Headquarters Lieutenant(757) 424-6839
		Public Information Officer (757) 424-6827
Alleghany/Covington(540) 965-0340	Virginia Department of Health (VDH)	Division VI Salem
Arlington	Center for Injury & Violence Prevention	
Bull Run, Manassas Park(703) 369-7979		Headquarters Lieutenant(540) 375-9507
Capital Area, Richmond (804) 662-7365	Richmond, VA(800) 732-8333	Public Information Officer (540) 375-9598
Central Virginia/ Lynchburg (434) 947-2524		<u>Division VII Fairfax</u>
Chesapeake Bay/ Va. Beach (757) 552-1800	Virginia Department of Motor Vehicles (DMV)	Headquarters Lieutenant(703) 323-4514
Dan River, Danville	Transportation Safety Services	Public Information Officer (703) 323-4515
	Richmond, VA (804) 367-8140	
District Nine, Culpeper(540) 829-7379	District Offices:	Washington Regional Alcohol Program (WRAP)
Fairfax(703) 279-2600		
James River/ Charlottesville(434) 977-3553	Bristol	Vienna, VA
John Tyler, Chesterfield (804) 796-4281	Roanoke	WRAP is the contact for Checkpoint Strikeforce
Mount Rogers, Marion (276) 783-7771	Staunton	
New River Valley/Christiansburg (540) 381-7133	Fairfax(703) 313-9443	
Old Dominion Winchester (540) 665-5633	Portsmouth	



Internet Directory

For more statistics and information, here are Web sites that can help you prepare your "None for the Road" campaign.

The Century Council: www.centurycouncil.org

DRIVE SMART® Virginia, Inc.: www.drivesmartva.com
This Web site has employer-related alcohol safety information.

Governor's Office for Substance Abuse Prevention: www.gosap.state.va.us This Web site has information on different programs coordinated through the Governor's Office.

The Insurance Institute for Highway Safety: www.highwaysafety.org

Mothers Against Drunk Driving (MADD): www.madd.org and www.maddva.org Information on victim services, public policy, programs, crash statistics and youth programs.

National Commission Against Drunk Driving (NCADD): www.ncadd.com NCADD's Web site has drunk driving statistics, state DUI laws, and traffic safety research.

National Clearinghouse for Alcohol and Drug Information (NCADI): www.health.org NCADI is a large resource for information and materials on substance abuse.

National Drunk & Drugged Driving Prevention Month Coalition: www.ncadd.com/3dmonth/index.htm

National Highway Traffic Safety Administration (NHTSA): www.nhtsa.dot.gov NHTSA's Web site has information on crash facts, airbag safety, car safety and their agency's traffic safety efforts.

You Drink & Drive. You Lose. www.nhtsa.dot.gov/people/injury/alcohol/StopImpaired/ydyllaborday04.htm

National Institute on Alcohol Abuse and Alcoholism www.niaaa.nih.gov/index.htm

National Safety Council: www.nsc.org

Network of Employers for Traffic Safety: www.trafficsafety.org

Smart Safe and Sober: http://smartsafeandsober.vachiefs.org
This Web site highlights several statewide programs coordinated for Virginia's traffic safety community.

Street Smart Paramedics: www.safeprogram.com

Transportation Safety Training Center (TSTC): www.vcu.edu/cppweb/tstc/tstc.html This site has information on the Virginia Crash Investigation Team, Highway Safety Police Training, accident reconstruction, and highway safety research.

Virginia Association of Chiefs of Police: www.vachiefs.org

Virginia Alcohol Safety Action Program (VASAP): www.vasap.state.va.us This Web site has information on DUI sanctions.

Virginia Association of Driver Education and Traffic Safety: www.adtsea.iup.edu/vadets/ This has information on traffic safety, laws and youth-related driving material.

Virginia Department of Alcoholic Beverage Control (ABC): www.abc.state.va.us ABC's Web site has information for alcohol retailers, students, educators, license applicants and citizens.

Virginia Department of Criminal Justice Services: www.dcjs.virginia.gov

Virginia Department of Criminal Justice Services Virginia Center for School Safety: www.dcjs.virginia.gov/vcss/index.cfm

Virginia Department of Education: www.pen.k12.va.us

Safe and Drug Free Schools: www.safeanddrugfreeva.org

Virginia Department of Game & Inland Fisheries, Boating and Safety Education: www.dgif.virginia.gov/boating

Virginia Department of Health – Center for Injury and Violence Prevention: www.vahealth.org/civp and www.safetyseatva.org

Virginia Department of Motor Vehicles (DMV): www.dmvnow.com Visit the DMV Web site for a comprehensive review of traffic safety information and links to other traffic safety sites.

Virginia Department of Transportation: www.virginiadot.org VDOT's Web site has everything you need to know about highway transportation in Virginia.

Virginia Sheriffs' Association: www.virginiasheriffs.org
The Virginia Sheriffs' Association Web site has a listing of all Virginia sheriff's offices and links to other agencies.

Virginia State Police: www.vsp.state.va.us
The State Police Web site has information on vehicle safety, state laws, criminal investigations and more.

Washington Regional Alcohol Program: www.wrap.org Learn more about WRAP and Checkpoint Strikeforce.



Camera-ready Artwork and Print PSAs

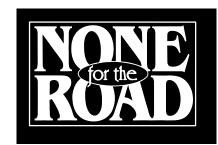
Use either of these two camera-ready print public service announcements below as church bulletin inserts, utility bill stuffers or payroll inserts. Use the blank space in these public service announcements to customize your message.

Celebrate the holidays safely. Designate a sober and responsible driver.

Make it

None for the Road

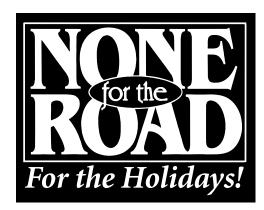
for the Holidays,
and all year-round.



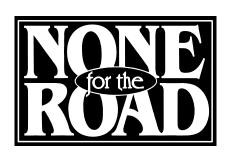


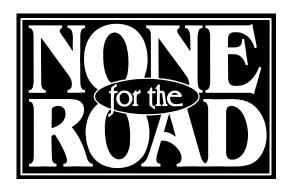
"None for the Road" is not just for the holidays. It is a year round commitment not to drink and drive. This year, play it safe for you and your family. Appoint a designated driver and remember to buckle up. It's your best defense.













Sample Speech for "None for the Road" Kickoff

Last year, an average of one person died each day in Virginia as a result of someone driving under the influence of alcohol. The Virginia Department of Motor Vehicles reports that 361 persons were killed and 7,819 persons were injured in 2003 from alcohol-related crashes.

Help your friends and family members celebrate in healthy and safe ways by not drinking and driving. You can make a difference in someone's life just by reminding him or her not to drink and drive.

While we now have tougher laws and penalties and it is no longer socially acceptable to get behind the wheel after having too much to drink, innocent lives are still lost throughout the year, especially during holiday celebrations.

Thank you all for gathering here today to help prevent the senseless deaths resulting from driving under the influence of alcohol and other drugs. We must all get involved as a community. We must broaden our efforts and further increase our enthusiasm for this cause – continuing to work together to reduce drunk and drugged driving. By diligently campaigning to keep drunk drivers off the roads, we can make Virginia's roadways safer for our families and friends.

We all know the best defense against an alcohol-related crash is planning ahead with responsible decision-making. While you're checking your "to do" list, make sure it includes buckling up and designating a driver when appropriate.

It is still a challenge to convince family and friends to celebrate safely and responsibly. Let's all do our part to reduce drunk and drugged driving throughout the year. Always celebrate safely, buckle up and drive sober.

Remember, drinking and driving fatalities are preventable. Create opportunities to share today's message with co-workers, neighbors and friends. Make a commitment and lead by example – never drink and drive. Let's all do our part to ensure that Virginia stays safe throughout the year!

Suggested uses for this speech:

- Company events
- PTA meetings
- School sporting events
- Class lectures
- Civic organizations/meetings
- Workplace holiday parties

NOTE:

Consider personalizing your speech with local statistics that apply to your audience. Check with your local law enforcement to see if they are participating in Checkpoint Strikeforce.



Make it *None for the Road* for the holidays and all year-round!



Responsible Parenting

Top 10 Ways to Talk to Your Teen About Alcohol

Before talking with your teen about alcohol, think about your own values and choices regarding the use of alcohol and other drugs. Evaluate the drinking patterns in your home. What is your teen learning from these behaviors?

- SET A GOOD EXAMPLE. Model positive, healthy behaviors. Do not drink and drive.
- 2. ESTABLISH FIRM RULES WITH YOUR TEEN AND ENFORCE THEM. Explain the facts about alcohol. Make it clear that alcohol is not an option until your teen is 21. Set a curfew and talk with your teen when he or she returns home.
- 3. LISTEN TO YOUR TEEN. Pay attention to your teen and actively participate in their life. Build their self-esteem in a positive way by staying actively involved in their life.
- 4. TALK WITH YOUR TEEN ABOUT CONSEQUENCES. Discuss all of the consequences of underage drinking – physical, emotional, and legal. Include the fact that your teen could lose his/her driver's license if they are found to be driving under the influence or drinking underage.
- 5. OFFER ADVICE. Help your teen learn to deal with the emotional ups and downs of being a teen.
- 6. KEEP LINES OF COMMUNICATION OPEN. Encourage open and honest discussion of alcohol and other drugs, sex and peer pressure. Education should begin early and continue often.
- 7. DISCUSS PEER PRESSURE. Help your teen devise strategies for refusing alcohol and other drugs. When peer pressure hits, they'll know how to face it. Get to know your teen's friends and their parents. Work together to provide and establish clear and consistent messages.
- EDUCATE, EDUCATE, EDUCATE. Teach your teen about alcohol and its harmful effect on the body. Educate them about possible hearing, speech and vision impairment that may result from alcohol consumption.
- 9. BE ALERT! Watch for signs of abuse such as lower grades, loss of friends or different friends, social withdrawal and missing money. If you sense a problem, pursue it. Discuss your concerns with your teen. Ask questions! Open lines of communication are essential!
- 10. ENCOURAGE ENJOYABLE AND WORTHWHILE ACTIVITIES. Participate with your teen in a new activity or an activity that you both enjoy!

Suggested areas to talk to parents about educating their teen about alcohol:

- PTA meetings
- · Committee meetings

Signature(s)

- Church
- · Company events

The "Virginia Alcohol Laws and Parental Responsibility" pamphlet is available from the Virginia Department of Alcoholic Beverage Control by calling (804) 213-4688 or online at www.abc.state.va.us

Teen/Parent Safety Agreement:

The best decision for both of you!

TEENAGER: I agree to take action and be safe. I will not use alcohol or other drugs. I will find another ride or call you rather than ever ride with a drinking or drugged driver. I know you care what happens to me and I promise to keep this agreement.

Date	
PARENT: We/I do not want you to consume alcohol or	•
use other drugs. If you find yourself in a situation when	re
your driver is impaired, I want you to seek safe and sob	er
transportation, which includes calling me. If you have	
been involved, we will deal with that matter at the appr	o-

Signature(s) ______

Date _____

priate time. I know you care about me, too, and I will

seek safe and sober transportation under similar circum-



Responsible Hosting

Planning for a successful event requires a tremendous amount of time, effort and energy. Whether hosting a small private gathering or a large charity event, party planners are responsible for making sure the event is not only fun, but also safe!

Did you know that 38 percent of all traffic fatalities in Virginia during 2003 were alcohol-related? The best defense against an alcohol-related crash is planning ahead! Follow these tips and make your event a cherished memory for years to come.

- Make sure underage or intoxicated individuals do not consume alcohol at your gathering.
- When offering alcoholic beverages, serve high-protein foods such as cheese and meats. These stay in the stomach longer and slow down the absorption of alcohol into the bloodstream.
- Provide a variety of non-alcoholic beverages as an alternative.
 Make guests feel welcome, regardless of what they drink.

 Have a responsible bartender who will refrain from drinking during the party and who will use jiggers to measure alcohol for mixed drinks.
- Arrange safe rides with a sober driver for impaired and intoxicated guests or allow them to stay overnight. Coffee and cold showers do not help someone sober up only time can do that.
- Remember, the alcohol content in a 12-ounce beer, a four ounce glass of wine and a one-ounce glass of liquor (100 proof) is the same.
- Give your guests time to savor their drink. Don't force drinks on your guests or rush to refill their glasses right away. Serve guests only one drink at a time.
- Gradually slow the service of drinks during the party, and finally stop service all together before the party ends.

 Continue to serve food and non-alcoholic drinks.

Information on this page is excerpted from "Life of the Party: Responsible Hosting in Virginia." This booklet is packed with useful information for hosting a party, including when to apply for an ABC license, food and holiday recipes, and safety tips. To order a free copy, call Virginia ABC at (804) 213-4413. You can also download it from the Virginia ABC Web site at www.abc.state.va.us

Recipes for Responsible Hosting

Champagne (non-alcohol)

- 2 cups simple syrup, chilled
- 1 (32 fluid ounce) bottle raspberry flavored carbonated water, chilled
- 1 (64 fluid ounce) bottle white grape juice, chilled
- 2 (2 liter) bottles lemon-lime flavored carbonated beverage, chilled

In a large punch bowl, mix together simple syrup, carbonated water, white grape juice and lemon-lime soda. Chill and serve champagne glasses. Makes sixty four-ounce servings

Creamy Baked Crab Dip

- 1 package (8 oz) cream cheese, softened
- 1 can (6 oz) crabmeat
- 2 tablespoons grated onion
- 1 tablespoon milk
- ¹/8 teaspoon salt
- 1/4 teaspoon pepper
- 1/2 teaspoon Worcestershire sauce
- 1 tablespoon finely sliced green onions, for garnish

In a medium bowl, combine cream cheese, crabmeat, onion, milk, salt, pepper, and Worcestershire sauce. Stir well. Place mixture in an ovenproof serving dish; sprinkle with a little paprika. Bake at 375 degrees for about 15 minutes, or until thoroughly heated. Sprinkle with sliced green onion. Makes about two cups.

Remember:

Friends Don't Let Friends
Drink and Drive!



Virginia's Use and Lose Laws*

page 1 of 2, see reverse

Driving Under the Influence of Alcohol and Drugs

When operating a motor vehicle, boat or watercraft in Virginia, you are legally considered driving or operating under the influence (DUI) if your blood alcohol content (BAC) is 0.08% or higher. You may be considered under the influence with a lower BAC if your ability to operate a motor vehicle, boat or watercraft is impaired. If your driving is affected because you are under the influence of any drug, you may face the same penalties as driving under the influence of alcohol. If you are involved in a motor vehicle crash and a law enforcement officer has probable cause, you can be arrested for DUI within three hours of the crash without a warrant and at any location. If you are arrested for DUI a third or subsequent time within a five-year period, you will not be granted bail while you wait to go to trial.

Open Container

You may be charged with drinking while operating a motor vehicle if you are stopped by law enforcement and you have an open container of alcohol in the passenger area, the contents of which have been partially removed, and you exhibit signs that you have been drinking. The passenger area refers to the area designed to seat the driver and passengers and any area within the driver's reach, including an unlocked glove compartment.

Administrative License Suspension

For a first DUI offense, your driver's license will be automatically suspended for seven days if your BAC is 0.08% or higher or if you refuse to take a breath test. For a second DUI offense and/or breath test refusal, your license will be automatically suspended for 60 days or until you go to trial, which ever comes first. For a third DUI offense and/or breath test refusal, your license will be automatically suspended until you go to trial.

Breath Test Refusal

You do not have the option of requesting a blood test instead of a breath test for an alcohol-related offense. If you have had a prior DUI conviction or conviction of breath test refusal, you will be charged with a Class 2 misdemeanor for refusing to take a blood alcohol test. If you have had two DUI convictions or conviction of breath test refusal within a ten-year period, you will charged with a Class 1 misdemeanor. Both offenses carry a three-year license suspension.

The information on this double-sided sheet is taken from the brochure "Virginia is Tough on Drunk and Drugged Drivers," published in July 2004 by the Virginia Department of Motor Vehicles. You can download the brochure at www.dmvnow.com. It is listed under DMV 168 under forms and publications. This guide is an informational tool. It does not supercede the Code of Virginia, Virginia Administrative Code or any other statute. This information was compiled and published by the Virginia Department of Motor Vehicles.

Penalties

First DUI offense

- Mandatory, minimum \$250 fine.
- Driver's license revocation for one year

Second DUI offense

- · Mandatory, minimum \$500 fine
- Driver's license revocation for three years
- Possible jail term up to one year

<u>Second DUI offense within five years</u> carries the following additional penalty

• Mandatory, minimum 20-day jail term

<u>Second DUI offense within ten years</u> carries the following additional penalty

• Mandatory, minimum ten-day jail term

Third DUI offense

- Mandatory, minimum \$1,000 fine
- Mandatory indefinite driver's license revocation
- Prosecution as a Class 6 felony

<u>Third DUI offense within five years</u> carries the following additional penalty

· Mandatory, minimum six-month jail term

<u>Third DUI offense within ten years</u> carries the following additional penalty

- · Mandatory, minimum 90-day jail term
- Permanent forfeiture of your vehicle (if you are the sole owner)

Fourth and subsequent DUI offense

· Mandatory, minimum one-year jail term

BAC of 0.15% or higher at the time of arrest

- First offense carries a mandatory, minimum five-day jail term in addition to all other penalties
- Second offense within ten years carries a mandatory, minimum ten-day jail term in addition to all other penalties

BAC of 0.20% or higher at the time of arrest

- First offense carries a mandatory, minimum ten-day jail term in addition to all other penalties
- Second offense within ten years carries a mandatory, minimum 20-day jail term in addition to all other penalties



Virginia's Use and Lose Laws*

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Criminal Record

Any DUI offense will be reported to the Central Criminal Records Exchange by law enforcement at the time of your arrest. In other words, you could end up with a criminal record because of a DUI arrest.

Zero Tolerance

If you are under age 21 and you drive with a BAC of at least 0.02% but less than 0.08%, your driver's license will be suspended for seven days immediately after your arrest. You can be fined up to \$500, face a six-month driver's license suspension and a possible jail term.

Regardless of age, if driving on a DUI suspended or restricted license, you may be charged with DUI if you drive with a BAC of 0.02% or higher.

Equal Penalties for Under Age 21

Persons under age 21 who drive while under the influence of drugs or with a blood alcohol content of 0.08% or higher are subject to the same penalties as persons age 21 or older.

Transporting Children While Under the Influence

Conviction of any DUI offense involving a juvenile passenger age 17 or younger in the vehicle at the time of the offense carries a mandatory five-day jail term. You may also be assessed a fine of at least \$500 and up to \$1,000. A second DUI offense with a juvenile age 17 or younger in the vehicle carries an additional 80-hour community service requirement.

Ignition Interlock Device

You must have an ignition interlock device installed on every vehicle you own or co-own, as a condition of restricted driving privileges or full restoration of driving privileges if you are:

- Convicted of a DUI second offense committed within five years of the first DUI conviction, or
- Convicted of a third or subsequent offense, or If you are convicted of a first DUI offense and your BAC was 0.15 percent or higher, you must have an ignition interlock device as a condition of a restricted license.

Vehicle Impoundment

The vehicle you are driving will be immediately impounded or immobilized for 90 days if you are caught driving after your license has been suspended for an alcohol-related offense. The court can impound the vehicle for an additional 90 days following conviction. The owner of the vehicle impounded (other than the driver) may petition the court for release of the vehicle. Anyone who knowingly permits operation of their motor vehicle by a person known to have a revoked or suspended license for an alcohol-related offense can be charged with a Class 1 misdemeanor.

Penalties for Providing Alcohol to Persons Under Age 21

If you sell alcoholic beverages to a person under age 21, you are subject to a fine up to \$2,500 and 12 months in jail. If you purchase alcoholic beverages for a person you know to be under age 21, you face a fine of up to \$2,500 and 12 months in jail.

Penalties for Persons Under Age 21 Possessing Alcohol

If you are under age 21 and you are in possession of an alcoholic beverage, you face a fine ranging from \$500 to \$2,500, up to 12 months in jail, and a suspended license or denial of license.

Penalties for Possessing Alcoholic Beverages at Public Schools

Drinking or possessing alcoholic beverages on public school grounds can result in a fine of up to \$1,000 and up to six months in jail.

Misrepresentation of Age

If you are under age 21 and you use or attempt to use an altered, fictitious or simulated document or student ID to establish a false age in an attempt to purchase alcoholic beverages, you will:

- Be fined at least \$500 but not more than \$2,500;
- Be required to perform at least 50 hours of community service;
- Face up to 12 months in jail, and
- Be subject to suspension of your driver's license for up to 12 months.





Licensee First-Offense Penalties

Whenever a Virginia business person applies for an Alcoholic Beverage Control license, he or she is thrust into a role that carries great responsibility. A large body of state law and administrative regulations exist that are designed to ensure that all ABC retail licensees exercise their privileges in a manner that is consistent with public safety and welfare. Following are first-offense penalties for sellers/servers of alcohol in Virginia. However, it is important for all readers to realize that the penalties below are an information tool only, not a legal document. Nothing printed on this page changes, replaces, or supercedes the Code of Virginia, or any other statute. The Virginia Alcoholic Beverage Control Board took action to strengthen penalties for second and third offenses for underage sales and underage consumption of alcohol. Please go to the Hearings and Appeals section of the Virginia ABC Web site for more information on the penalty schedule. For a complete listing of retail violations and to access additional information, log on to the ABC Web site at www.abc.state.va.us

Violation: Sale of beer, wine or mixed beverages to a

person at least 18 but under 21 years of age.

Suspension: 25 days Civil Charge: \$2,000

Violation: Allowing consumption of beer, wine, or mixed beverages by a person at least 18 but under 21 years of age.

Suspension: 25 days Civil Charge: \$2,000

Violation: Aiding and abetting the purchase of alcoholic beverages by a person at least 18 but under 21 years of age.

Suspension: 10 days Civil Charge: \$1,000

Violation: Allowing an intoxicated person to loiter

on the premises.

Suspension: 7 days Civil Charge: \$500

Violation: Sale to an intoxicated person.

Suspension: 25 days Civil Charge: \$2,000

Violation: Allowing consumption by an intoxicated person.

Suspension: 25 days Civil Charge: \$2,000

Violation: After hours sales or consumption of alcoholic beverages. Suspension: 10 days Civil Charge: \$1,000

Violation: No designated manager on premises.

Suspension: 7 days Civil Charge: \$500

Violation: Failure to maintain mixed beverage food ratio required by statute (not applicable if ratio falls below 30%).

Suspension: 10 days Civil Charge: \$1,000

Violation: ABC license not posted.

Suspension: 7 days Civil Charge: \$500

Violation: Designated manager not posted.

Suspension: 7 days Civil Charge: \$500

Violation: Person less than 18 serving alcoholic beverages;

less than 21 acting as bartender.

Suspension: 7 days Civil Charge: \$500

Violation: Sale of alcoholic beverages in unauthorized

place or manner.

Suspension: 10 days Civil Charge: \$1,000

Violation: Consumption of alcoholic beverages in

unauthorized place or manner.

Suspension: 7 days Civil Charge: \$500

Violation: Removal of alcoholic beverages from authorized

area. Suspension: 7 days Civil Charge: \$500

Violation: Employee on duty consuming alcoholic beverages. Suspension: 7 days Civil Charge: \$500

Violation: Conducting illegal happy hour.

Suspension: 7 days Civil Charge: \$500

Violation: Illegal advertising happy hour (including flyers,

news articles, outboard promotions, etc.).

Suspension: 7 days Civil Charge: \$500

Violation: Unauthorized advertising.

Suspension: 7 days Civil Charge: \$500

Source: Virginia Alcoholic Beverage Control (7/04)



Civilian Directory of Military Contacts

The branches of the United States Armed Forces can be great allies in fighting drunk and drugged driving. If your community is close to a military base, consider contacting them by using the Web sites below.

Military Bases or Installations in Virginia

Langley Air Force Base www.langley.af.mil/1fw.shtml

Fort Belvoir, Army www.belvoir.army.mil/

Fort Eustis, Army www.eustis.army.mil/

Fort Lee, Army www.lee.army.mil/

Fort Myers, Army www.fmmc.army.mil/

District Five, United States Coast Guard, Portsmouth www.uscg.mil/d5/index.html

Quantico Marine Corps Base www.quantico.usmc.mil/

Naval Surface Warfare Center, Dahlgren www.nswc.navy.mil/

Naval Support Activity Center, Norfolk www.nsa-norva.navy.mil

Naval Station, Norfolk www.navstanorva.navy.mil/

Naval Weapons Station, Yorktown www.nwsy.navy.mil/

Commander Navy Region Mid-Atlantic www.cnrma.navy.mil/

Naval Amphibious Base Little Creek www.nablc.navy.mil/

Fort Monroe, Army http://fort.monroe.army.mil/monroe/

Fort Story, Army www.eustis.army.mil/Fort_story/

Fort A.P. Hill, Army www.aphill.army.mil/default.asp

Safety Centers

Air Force Safety Center http://afsafety.af.mil/

Army Safety Center https://safety.army.mil/home.html

Marine Corps Safety Division www.hqmc.usmc.mil/safetyweb.nsf

Naval Safety Center www.safetycenter.navy.mil

Navy Resources

Navy Traffic Safety Program Instruction <u>www.safetycenter.navy.mil/ashore/motorvehicle/toolbox/instruction.htm</u>

Click It or Ticket Mobilization www.safetycenter.navy.mil/ashore/motorvehicle/clickit/default.htm

Turning 21 – A Rite of Passage www.safetycenter.navy.mil/articles/turning21.htm

Be A Hero. Be A Designated Driver. www.safetycenter.navy.mil/ashore/articles/motorvehicle/hero.htm

Taxi Card

www.safetycenter.navy.mil/ashore/motorvehicle/toolbox/taxicard.htm

Navy and Marine Corps Designated Driver Program www.safetycenter.navy.mil/ashore/motorvehicle/toolbox/MWR.htm

Impaired Driving Presentation www.safetycenter.navy.mil/presentations/ashore/motorvehicle/dwi1.htm

Ever Wonder Why DWI is Illegal? Presentation www.safetycenter.navy.mil/presentations/ashore/motorvehicle/dwi2.htm

U.S. Coast Guard Recreational Safety www.uscg.mil/hq/g-w/g-wk/wks/wks2/SEH_Emphasis/rec/index.htm

Naval Alcohol and Drug Prevention Web sites

Navy Alcohol and Drug Prevention (NADAP) Program The Right Spirit Campaign Safe and Sober – Independence Day Weekend Turning 21 – A Rite of Passage http://navdweb.spawar.navy.mil/index.htm



Feedback Sheet

The Virginia "None for the Road" Committee is interested in the success of your "None for the Road" events. Please complete this form so we can learn about what you did. Your input will help us to develop future campaign materials. Use additional paper as necessary.

Please type or print all responses.		
Name of Organization:		
Name of Contact Person:		
Street Address:		
City:St	State: Zip:	
Telephone:	Fax:	
E-mail:		
Tell us what you did: Attach any samples, photographs or printed materials that show	your program's success.	
Tell us how you used the "None for the Road" resources.	Will any of your "None for the Road" programs continue through the year?	
What parts of the "None for the Road" campaign materials	Did you use the "None for the Road" Web site at www.abc.state.va.us? ☐ Yes ☐ No	
were most helpful?	If yes, did you find it helpful?	
	If no, why not?	
	Fax or mail your Feedback Sheet to:	
What can we include in next year's prevention packet to	Virginia Department of Alcoholic Beverage Control	

better support your local efforts?

c/o "None for the Road" Campaign PO Box 27491

Richmond, VA 23261

Phone (804) 213-4688 Fax (804) 213-4457

Submit your Feedback Sheet on-line at www.abc.state.va.us